

1996 Parliament Menthol Launch and "Blue" Communications Plan

I. Purpose

II. Overview of Menthol Launch Communications Strategy

III. Review of Two 1996 Media Option Schematics

- Option 1:\$12MM
- Option 2:\$18MM

IV. 1996 "Blue" 1Q Media Requirements

- Print Space Closings
- OOH Space Closings

V. Next Steps

- Review Direction for 1996 Menthol Launch
- Agree on 1996 "Blue" 1Q Commitments



Parliament Menthol Lights Introduction 1996 Preliminary Communications Overview

Draft overview of key communication elements which will be part of Parliament Lights Menthol introduction.

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Print/OOH				Green Teaser? TBD	80% - 100% Green Parliament Menthol Launch			75% Blue/25% Green Sustaining Advertising				
Point of Sale					100% Green • Considered packing refinements • Premium and pack offers at retail			Parliament Brand POS Promotions Promotions on an ongoing basis to include both Parliament Blue and Green Party Zone POS TBD				
Party Zone Promotion Program						100% Blue Parliament Party Zone In Club program and promotional advertising to maintain overall brand message						
Direct Marketing:					100% Green Competitively targeted trial offers for Parliament Menthol Lights			Ongoing direct marketing to revert to Blue franchise retention program.				

 - Represents Parliament Lights Menthol Launch

Key Points:

- Teaser Ads:** To generate interest, anticipation of Parliament line extension consider running teasers in print/OOH.
- Print/OOH:** Note two budget levels are being provided: \$12MM - \$17.5MM. To drive line extension, heavy up to at least 80% "Green" advertising for May-July period. Sustaining rotation levels can be refined on an ongoing basis.
- Point of Sale:** Generate "big brand" presence. Encourage increased trial.
To support Menthol launch, recommend reviewing available POS windows.
1995 POS included only two 30-day windows.
- Direct Marketing:** Offensive direct marketing program designed to generate trial among key target audiences. 2-3 mailing piece sequence can be delivered in timeframe available.